

The NATIONAL UNDERWRITER

62nd Year No. 29

—The National Weekly Newspaper of Life Insurance—

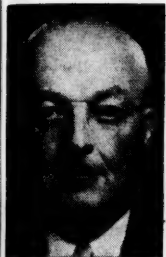
July 19, 1958

CONSTRUCTION BUDGET CUT \$250,000

NALU Building Committee Resigns In Protest At Curb On Its Powers

By ROBERT B. MITCHELL

The National Assn. of Life Underwriters board of trustees, at a special



A. C. Adams



Charles E. Cleeton

meeting at Washington this week, made several major changes in connection with the NALU Washington headquarters building project.

The immediate result was the resignation of the building committee, headed by Charles E. Cleeton, general agent of Occidental of California at Los Angeles, a past president of NALU. The building committee met with the trustees Tuesday.

The special meeting of the executive committee and board of trustees was called by President Albert C. Adams, who stated that a review of the situation was necessary because

of the prolonged delays in getting a building under construction, because of the progressive increases in cost over original estimates and because of conditions and restrictions imposed by the government as a prerequisite to construction of a building on the site opposite the U. S. State Department building now under construction.

Asked by THE NATIONAL UNDERWRITER about conditions and these restrictions, Mr. Adams said that in his opinion they were such as to make a "prudent man" reluctant to erect a building involving a substantial amount of money. It will be up to the new building committee, appointment of which was also authorized by the board, to recommend building a less expensive structure on the proposed site or somewhere else. The

(CONTINUED ON PAGE 22)

Jenkins-Keogh To Get Ways-Means OK, But It Faces Tough Gauntlet

WASHINGTON—A new version of the Jenkins-Keogh bill has been agreed on by the House ways and means committee and was scheduled for final drafting and an official OK shortly, perhaps this week. The bill would permit life insurance to be used for funding contracts.

The measure, said Chairman Mills, is limited to self-employed persons. They would be permitted to set aside up to 10% of earned income, but not more than \$2,500 in any one year, as a deduction from income. The plan would be limited to a 20-year period, limiting the program to a maximum of \$50,000 input. If money is withdrawn from the retirement fund before age 65 there would be a heavy tax penalty.

The American Thrift Assembly has been backing the legislation, with the support of the organized doctors, lawyers and other groups. Though the bill has the ways and means committee's OK, it still faces the House rules committee, House vote, Senate committee action and Senate action, conference committee and final action before Congress adjourns, possibly in five or six weeks. Added to other hurdles the bill faces is the fact that Congress has refused to vote a general tax cut and the Jenkins-Keogh bill has been attacked as a tax break for a small and generally prosperous part of the population.

ALC-LIA Oppose Home Loan Guaranty Bill

WASHINGTON—Spokesmen for American Life Convention and Life Insurance Assn. of America told the housing subcommittee of the House banking and currency committee that many of the major provisions of the pending Home Loan Guaranty Corp. act are discriminatory and financially unsound. They would also make it impossible for life companies to participate because of conflicts with state laws limiting mortgage loans in most states to two-thirds of appraised value unless insured by FHA or guaranteed by the VA.

The proposal could also destroy the FHA program as it now exists, the subcommittee was warned.

Ruling On Terminal Dividends In N. Y. Jolts Some Insurers

Undecided On Whether To Resist Having To Pay On All Terminations Or None

NEW YORK—A good many life insurers operating in New York got a rude jolt Monday when they got the New York department's new directive on payment of terminal dividends.

The chief objectionable feature is the requirement that if terminal dividends are paid to surrendering policyholders they must also be paid on policies maturing by death. The reason the requirement came as such a shock was that the interested companies had felt that the presentations made at a department hearing May 14 had been so convincing that this proposed requirement would not be included in the final draft.

Were Main Ball-Carriers

Representatives of Metropolitan, Prudential, Equitable, John Hancock and Mutual of New York were the main ball-carriers. Equitable had a chart showing that equity to policyholders, whether persisting or withdrawing, could be achieved equally well under a plan of paying termination dividends to surrendering policyholders regardless of whether dividends were also paid to beneficiaries. Equity could be effected by the method of computing annual dividends.

Apply To Policy Anniversaries

Superintendent Wikler, pointing out that the new criteria apply to domestic and out-of-state companies, said the rules apply to policy anniversaries commencing in 1959 and thereafter. Authority for the ruling is section 216 of the insurance law. Mr. Wikler said also that the ruling will "require the company to demonstrate that the terminal dividends proposed bear a reasonable relationship to the surplus accumulated for each class of policy-

(CONTINUED ON PAGE 10)

CLU Exams Taken By 5,398; Grades Out About August 1

CLU examinations were taken by 5,398 candidates at 169 examination centers in the U. S. and five foreign countries. A staff of 65 professional graders are processing the record number of examination books, and American College anticipates mailing grades to candidates about Aug. 1.

Herbert C. Graebner, dean of the college, estimated that there will be a 1958 class of approximately 575 successful candidates on whom the CLU designation will be conferred at the annual convention of National Assn. of Life Underwriters in Dallas, Sept. 7-12.

7% More Candidates Take Exams

The number of CLU candidates taking examinations represented a 7% increase, and the 2,350 candidates registered this year for the first time also set a new high for the college.

During the school year that ended in June, known enrollments in CLU study classes were 7,677 in 339 study groups in 186 cities. The college has no way of accurately knowing how many candidates were preparing for the examinations, because some inual study alone or in informal groups. More than 12,000 copies of the CLU study guides were distributed.

NOT Bankers National

An accidental transposition resulted in a continuation head on page 25 of the July 12 issue saying "Bankers National Life on Department Griddle." The company involved is not Bankers National, but National Bankers Life, as stated in the main head and in the body of the story.

Women Leaders Add Up To 279; 47 Are First Year Qualifiers

The Women Leaders Round Table of National Assn. of Life Underwriters has a membership of 279 women agents, of which 47 are first year qualifiers, according to Chairman Margaret Vogelsang, Connecticut Mutual, Manitoowoc, Wis. Since there are some 2,000 women agents nationally, nearly 15% have qualified as leaders.

The objectives of the group are "to promote a friendly relationship among those women underwriters who are producing a considerable volume of business, and to provide for an exchange of ideas, to the advantage of the institution of life insurance and of the general public, and to such underwriters themselves."

Meetings of the round table are held each year in conjunction with the annual convention of NALU.

NATIONAL LIFE & ACCIDENT EXECUTIVES HONORED

Stevenson Jr., president, and Edwin W. Craig, chairman, shown viewing a "Gallery of Honor," in which were displayed enlarged photos of leading producers during a six-week period honoring the 45th service anniversaries of the two executives. Ceremonies honoring this event and celebrating five billions of life insurance in force were recently held in Nashville. (Story on Page 4.)



FIRST USED IN 1955

Mental Illness Plan Is Not New, Says G. E. Consultant

E. S. Willis, consultant on employee benefits of General Electric Co., has pointed out that the plan of Group Health Insurance, Inc. to extend its coverage to include psychiatric care, recently reported in THE NATIONAL UNDERWRITER, is not a pioneering move in this field.

Mr. Willis did not discount G.H.I.'s move to experiment with mental care coverage and said that the decision, in fact, was "commendable." On the other hand, he noted, it was not as revolutionary a step as might appear on the surface, and that other prior and, therefore, perhaps bolder experiments have already been attempted.

In order to set the records straight, Mr. Willis, in a letter to the New York Times, which recently congratulated G.H.I. in an editorial, said that in November, 1955, General Electric instituted its comprehensive medical expense insurance plan which included coverage for psychiatric consultation and treatment. Scores of other employers, taking their lead from G. E., installed similar comprehensive plans, he said.

Can Choose Own Doctors

Mr. Willis pointed out that the G. E. plan by itself covers approximately 750,000 individuals in the U. S., all of whom have complete freedom of choice in selecting their doctors and other providers of medical care.

The G. E. plan, Mr. Willis said, provides reimbursement for hospitals, doctors, drugs and nursing care in mental or nervous cases when an employee is disabled or when his wife or child is hospitalized. Early treatment is encouraged because the plan also covers psychiatric care where the employee is able to work or when covered dependents are not institutionalized.

As a control against over-use or abuse, Mr. Willis pointed out, reim-

Interstate Commerce's Changed Character A Factor In Probe

By HENRY HALLAM

WASHINGTON—Not only is the efficacy of state regulation of insurance to be evaluated by the Senate inquiry headed by Sen. O'Mahoney but also the changed character of interstate and foreign commerce as compared with what prevailed when the McCarran act was passed in 1945, Sen. O'Mahoney told THE NATIONAL UNDERWRITER in answer to inquiries.

"Technological developments of the last 15 years, which have improved means of communication and transportation, have resulted in a complete business and commercial revolution," he said. "Interstate and foreign commerce is far more significant in all aspects today than it was when public law 15 was passed by the 79th Congress in June, 1945, and it has become steadily more difficult to preserve the public interest. This is particularly true with respect to insurance."

Recalling his earlier announcement that aviation, marine, and mail order insurance would be taken up first by the investigators, though not necessarily in that order, Sen. O'Mahoney said these are now primarily matters of federal, rather than state, jurisdiction and added: "I have no doubt that

this is what caused the president of the National Assn. of Insurance Commissioners, in a speech before the American Management Assn., to say that 'the federal government has a legitimate interest in what happens in the insurance industry throughout the land.'"

Sen. O'Mahoney was asked whether he had in mind the possibility of amending or repealing the McCarran act. He indicated he did not now have either in mind, adding that at this stage the committee is just looking for facts. He also said the aim is "constructive."

"It is not designed to make headlines," he said.

The Senator said he did not know when the committee hearings will begin, but he hopes it will be before Congress adjourns for the session. Which of the three subjects will be taken up first will depend on how the evidence develops, he said. The committee staff has been working for some time in preparation for the hearings.

Before talking about any changes in the McCarran act, "I want to make sure that Congress and the public realize the meaning of this new field of insurance operation in which state jurisdiction is apparently not sufficient to protect the public interest."

Nat'l Banker's Officers Appear At Show-Cause Hearing In Austin

AUSTIN—Top officials of National Banker's Life of Dallas arrived here this week prepared to prove its solvency and defend its management procedures and practices before the board of insurance commissioners.

The company, which operates in 24 states, had been ordered by Commissioner Harrison to present itself before the board at a show-cause hearing scheduled for 10 a.m. Tuesday for the purpose of showing values and the competency of its management.

In commenting upon the hearing, L. F. Hall, president, made the following statement upon arrival at Austin. "I welcome, as president of National Bankers Life, an opportunity to present publicly the financial condition of our company and account for all of my actions which have proved so successful. I have prepared, and will submit, a statement of the company's operations for the first six months of 1958 which shows that it made, during that period, over \$500,000. That statement also will show that its capital and surplus far exceeds its needs and, in fact, it has over \$2 million in cash on hand at this time.

Has Board's Confidence

Mr. Hall emphasized the fact that, immediately after receipt of the notice for the hearing, the company's board unanimously voted "complete confidence" in all of the company's affairs.

Accompanying Mr. Hall were: Ray T. Compton, executive-vice president; Mrs. Mildred Gregory, treasurer; James E. Fowler, comptroller; Henry W. Strasburger, counsel; Hobert Price, assistant counsel, and Thomas Hudson McKee, public relations counsel, all of Dallas.

CALIFORNIA TO MAINE

Name Rolland Irish ALC President To Succeed Stewart

Rolland E. Irish, president Union Mutual Life, has been chosen by Amer-



Rolland Irish



J. C. Higdon

ican Life Convention's nominating committee to be the next president. Mr. Irish will succeed Harry J. Stewart, president of West Coast Life, elected. (Other nominations may be made in open meeting at the time of election.) Mr. Stewart, who was elected president by the executive committee last December, following the death of ALC President Powell B. McHaney, will serve until the close of the 1958 annual meeting in October.

The five-man nominating committee, composed of Chairman J. C. Higdon, president Business Men's Assurance; T. A. Sick, president Security Mutual Life; Horace W. Brower, president Occidental Life of California; Howard Holderness, president Jefferson Standard Life, and Edmund Fitzgerald, chairman Northwestern Mutual Life, also selected four men for election to the executive committee.

The nominees are: Frederic W. Ecker, president of Metropolitan Life; Mr. Higdon; Walter O. Menge, president Lincoln National Life, and R. J. Wetterlund, chairman Washington National. Mr. Wetterlund is nominated for his second three-year term and Messrs. Ecker, Higdon and Menge for three-year terms, for the first time.

Formal balloting will take place at the executive session of the 1958 annual meeting, scheduled for Oct. 8, at the Edgewater Beach hotel, Chicago.

Mr. Irish began in insurance as an agent for Reliance Life of Minneapolis and in 1920 became supervisor of agencies for that company. He later became director of agencies for Bankers Reserve Life of Omaha and then vice-president of Central Life of Illinois. In 1934, he went to Union Mutual Life as 2nd vice-president and director, becoming president in 1939.

Mr. Irish has been state vice-president for Maine for the convention for 10 years and has been on several committees, including resolutions and agents and agencies, of which he was chairman in 1952.

Great-West Life Dividend Rate Given Incorrectly

In last week's edition the final two digits of the increased rate on dividend accumulations for Great-West Life were inadvertently transposed so the whole figure read 3.04%, which would indicate a decrease instead of an increase. The correct figure is 3.40%.



LIFE COMPANY EXECUTIVES meet at Arden House (left to right): Dawson Sterling, secretary of Southwestern Life; George R. Berry, 3rd vice-president Canadian head office of Metropolitan Life, and Kenneth MacKinnon, executive director of personnel of Prudential, talk things over during the session of Columbia University's executive program in business administration. The program, part of the graduate school of business, is a six-week course of study for senior executives representing diverse industries. It covers problems in policy determination, internal administration, and economic forces affecting business leadership. It is conducted twice each year at Arden House, 50 miles north of New York City.



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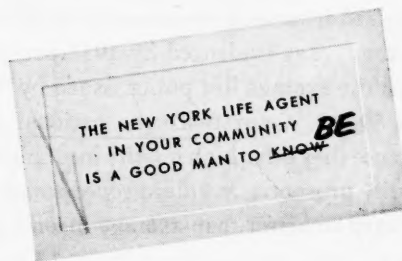
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National L. & A. Observes Attainment Of \$5 Billion; Honors Craig, Stevenson

National Life & Accident recently held a two-way celebration in Nashville, with special ceremonies observing the attainment of \$5 billion of life insurance in force, and at the same time honoring Chairman Edwin W. Craig and President Eldon Stevenson Jr. on the completion of 45 years of company service.

A specially selected delegation of field men, including representatives of each of the eight field territories and of the field clerical staff, gathered at Nashville for the event, which climaxed six weeks of special production dedicated to the occasion. In honoring their two chief executives, the National Life field force twice within the six weeks broke all-time company production records for a single week, and set a new record of over \$15 million of new ordinary business received in the home office for the final week of the event.

The program of activities included

IAAHU Lists 8-Point Program For 1958-59

An eight-point program of International Assn. of A&H Underwriters has been announced by President Gail L. Shoup, Lincoln National Life, Grand Rapids. He has called for:

1. A strong and sound position on legislation on national and state level.
2. A more comprehensive public relations program.
3. More sales of well-balanced coverages for all ages and occupations.
4. Creation of a new "Pulse Panel" to gather and disseminate data to guide companies, sales managers, general agents and salesmen.
5. An educational program to help salesmen increase income, prestige and usefulness.
6. A program development study to give salesmen more interesting, useful and potent meetings.
7. A more active membership by formation of more associations, by increasing the present membership, and by hard-hitting renewal programs.
8. A new model constitution for state and local associations.

Legislative program: The association will oppose the Forand bill and all similar legislation. The association is opposed to all state cash sickness bills on the grounds that more flexible and useful coverages can be furnished cheaper by private voluntary enterprise. The association will prepare a booklet for general distribution to help members fight government invasion of the A&S business.

Public relations program: The 1958 public relations program will aim to gear in with the work of Health Insurance Institute and Health Insurance Council.

Approves Broader Coverages

Well-balanced coverages: The IAAHU executive board approves the issuance of policies with broader coverages. Progress is being made in furnishing good coverage to nearly all citizens regardless of age. A great industry advance is the announcement made by many companies that fraud in the inception of the policy or fraud in the claim constituted the only justification for non-renewal.

Pulse panel: The fourth point is entirely new. It provides for creation of a "pulse panel." The chairman of this committee will periodically secure

receptions at two hotels honoring the field visitors on the evening of their arrival and ceremonies held in a downtown theater attended by the home office staff of 1,700 people in addition to the guests from the field. On this occasion, Messrs. Craig and Stevenson received copies of a "book of remembrance," compiled by the field force, and silver from the home office staff, with presentations made by A. B. Gawronski and R. E. Musto, assistant vice-presidents and superintendents of agencies, and O. J. Davis, secretary. In their responses, Messrs. Craig and Stevenson expressed their appreciation for the honors bestowed on them and spoke of the future with confidence and optimism.

Schraver Was Speaker

Lester O. Schraver, managing director of National Assn. of Life Underwriters, was guest speaker.

Other features of the program included a dinner for field visitors at the Belle Meade Country Club, followed by entertainment, and an automobile tour of the Nashville area, with company officers acting as hosts to the guests. A picnic luncheon at the Hermitage, famous as the home of Old Hickory, Andrew Jackson, and attendance at the broadcast of the Grand Ole Opry, featured on the company's radio station, WSM, wound up the schedule of events.

In moving up to \$5 billion in force National Life & Accident established an outstanding record of growth. The company reached its first billion in force during 1943, passed \$2 billion in 1948, went over \$3 billion in 1952, made it \$4 billion during 1955 and passed the \$5 billion mark during the first quarter of this year. Its growth is considered all the more notable because the company does not sell group or reinsurance.

Mr. Craig and Mr. Stevenson began their National Life & Accident careers 45 years ago last month as agents in Dallas, just out of Vanderbilt University.

the opinion of a 50-man panel of field sales executives on such subjects as field and office training, field and office supervision, field and home office underwriting, and cause of lapses. A study will also be made of markets and coverages.

Offer More DITC Courses

Educational program: The DITC courses will be offered by more associations this year under the leadership of W. Harold Petersen, American United, Indianapolis, new DITC managing director. Continuous improvement of teaching material will be made along with efforts to furnish the best teachers available.

Program development: A survey will be made to determine the type of meeting most helpful to the salesman. A typical outline for each meeting of the year will be suggested.

Increased membership: Committees are working to increase membership with President-elect Oakley Baskin, United Benefit Life, Buffalo, as general chairman.

New model constitution: The past presidents' advisory committee will draft a new model constitution and by-laws for state and local associations to be presented at the international council meeting at the French Lick convention.

Conn. Mutual Regionals Stress Permanent Coverage Over Term

A record 650 agents and home office officials of Connecticut Mutual Life met to discuss ideas for progress and growth at regional meetings held in Coronado, Cal.; Blowing Rock, N. C.; French Lick, Ind., and Bretton Woods, N. H.



C. J. Zimmerman

Throughout the meetings, emphasis was placed on reversing the trend toward selling term insurance in favor of selling a greater proportion of permanent insurance.

In addition to talks given by company officers, many agents took part in panel discussions. Serving as moderators for the sessions were 12 general agents.

One most successful innovation at the meetings was a special program for wives. Following an informal coffee hour, wives spoke and actively participated in a series of discussions entitled, "How We Can Help."

Calling the American economy essentially sound, and cautioning against tinkering with it too much at this point, President Charles J. Zimmerman confidently predicted that by the early 1960s there would be "the greatest market for life insurance sales, along with the greatest market for the sale of all products, that we have ever known."

"It is important to remember that the economy at this moment is at its highest level in history, with the exception of 1956 and 1957," he said.

When we speak now of our five million unemployed, it is important to keep in perspective the fact that as recently as 1946, when Congress passed the so-called full employment act, we were hoping we could keep unemployment at a level somewhat below 5 million, but this figure was considered to be somewhat utopian.

"It is important, too, to keep in perspective the fact that our gross national product, which less than a year ago was going at the rate of \$440 billion a year, is still going at the rate of \$420 billion a year, off a mere 4½%. Recall that from 1929 to 1933 gross national product went off 48%."

Calls Situation Healthy

"What is going on today is essentially healthy. Just as in our own personal lives we have certain excesses which eventually must be corrected, so is this true in our nation's economic life."

"In your life, and I know in mine, there have been bad years. To expect that this will not be true of the national life is entirely unrealistic."

"The thing we must guard against here is trying to cure economic ills by political action. There are no political cures to economic ills. There is no easy way to have a sound economy. The future of this economy, which I certainly think is a very bright future,

will depend on people.

"It will not depend on what is done on Pennsylvania avenue in Washington, nor on what is done on Madison avenue in New York. It will depend on what happens on Main street, U.S.A., and on what happens in the market place. It will depend on what people do—you and I—because it is people who make progress, people who make recessions, and people who make prosperity."

Forecasts Further Downturns

"My own guess is that we have not hit the bottom yet. We may have three or four months of further downturns. Nor do I think we're going to see any tremendous move following this downturn for a period of at least three or four years, but I do think that we have an essentially sound economy and if we don't tinker with it too much at this point, then I think we are in."

"Starting about 1961-1962 we will see another very good rise uphill. In the meanwhile you still have a great market for the sale of life insurance. By the early 1960s, you're going to have the greatest market for insurance sales, along with the greatest market

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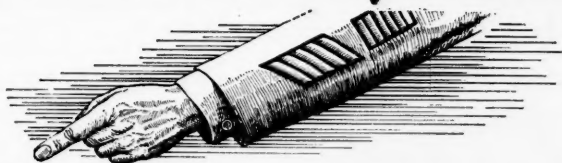
NALU To Hear Houston Woman Lawyer At Annual Convention

The speaker for one of the major events of National Assn. of Life Underwriters annual convention at Dallas in September will be Miss Billee N. Russell, Houston lawyer. "We The People" is the title of her address at the Sept. 8 luncheon for all conventioners, which is sponsored by the NALU committee of women underwriters.

Miss Russell is president of Pilot Club International, has been admitted to practice before the U. S. Supreme Court and is a former 2nd vice-president of National Assn. of Women Lawyers.

Except for a few months spent on a war-time appointment as an attorney for Federal Security Administration in Washington, she has practiced in Houston for the past 25 years. During World War II, Miss Russell was a member of the War Services Speakers Bureau, U. S. Citizens Service Corps, in the office of civilian defense. She served on the Freedoms Foundation Awards jury at Valley Forge, Pa., in 1955.

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at the expense of financial security

ASSETS	\$155 Million
SURPLUS	\$ 13 Million
INSURANCE IN FORCE	\$500 Million

North Carolina Renews License Of Union Bankers

Commissioner Gold of North Carolina has renewed the licenses of Union Bankers of Dallas and its agents. Commissioner Gold said that his decision to renew came after Union Bankers deposited \$50,000 in bonds for the protection of business written prior to July 11, and posted an additional \$10,000 cash deposit for business written after July 11.

Gold had earlier declined to renew

Union Bankers' license because, as he stated in his order declining renewal, the company's 1957 annual statement "did not show any outstanding guaranty capital notes and/or surplus certificates aggregating \$558,995 bearing the interest at the rate of 9% and 10%."

Reserve Funds Were Exhausted

The order declining to renew also said that Union Bankers had exhausted reserve funds behind the certificates and that should the company reorganize to comply with North Carolina insurance laws, its license would be considered for renewal.

A Frank Sales Approach And Efficient Follow-Through Keep Competition Down

How to shut out the competition when a client is still in the prospect stage and how to keep him after his initial purchase of insurance are two major problems every life agent is constantly trying to overcome. In his talk, "Approach Them For Keeps," at one of the room-hopping sessions on the program of the Million Dollar Round Table annual meeting at Banff

Springs, Canada, Robert J. Spooner, Equitable Society, Appleton, Wis., outlined how he meets these problems with a frank sales approach and an efficient follow-through system.

Mr. Spooner lives in a suburban community and his sales operations extend over a 100-mile radius of Appleton. He regards himself as "a general practitioner," in life sales.

By ROBERT J. SPOONER

It has always been my feeling that we in the life insurance business never receive as warm a welcome as we should at the time we primarily approach a new prospect. Although the prospect may have a need for our service, he always seems to be hesitant to grant us an interview. Once, however, we have broken the barrier between us, and we have either sold him or done some service for him, he is usually very appreciative and does not hesitate to tell us of his previous skepticisms.

Returned To Personal Production

In 1953, I left the field of management to return to personal production. I felt that I could produce a large volume of business, providing I designed a system of approach that would appeal to a percentage of people I would contact.

When approaching a person for the first time, many times I have said, "I want to talk to you today, Mr. Jones, hoping that I might explain the method in which I operate my life insurance business. I have always felt that a man like yourself should choose a life insurance man the same as you would choose a doctor, a dentist, or even a gas station. Although you may not be in a position, or desire to purchase additional life insurance at the time, I feel that it might be to your benefit to allow someone like myself to check everything in detail for you to see if there might be some recommendations that I might offer to improve your present situation."

'Growing' With The Insured

"If, as a result, I have been able to assist you, perhaps I will be qualified for any of your future business. In other words, Mr. Jones, as you grow financially, I would like to grow with you. I feel that a life insurance man like myself has a serious duty to perform. He not only should be charged with the responsibility of seeing that your affairs are in order currently, but he should have a system of operating his business whereby he could check everything at least once a year to see if there are any changes that should be made."

How simple it is to ask him how long it has been since he has had someone look over his affairs for him after making the aforementioned statements. Nevertheless, even if he does agree with me, he will undoubtedly say in the next breath, "But, of course, I'm not in the market for more life insurance."

In retaliation, I would say, "Mr. Jones, I'm a very greedy person. If you are ever going to buy any more life insurance, I'd like to sell it to you. But how can I qualify myself for that sale? The only way I know of is to give you some good free service today. After all, businesses spend millions of dollars in advertising. Don't they? Why? They are hoping

(CONTINUED ON PAGE 12)

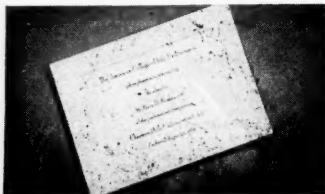
THE MEN BEHIND THE AETNA LIFE MAN



These men behind the Aetna Life man are representative of many Aetna Chartered Life Underwriters who take time to encourage participation in the C.L.U. movement . . . who teach C.L.U. courses.

Aetna Life has always considered C.L.U. study one of the most important steps in a successful sales career. The company co-operates by providing text books and financial assistance. It contributes to travel and living expenses for those who qualify to attend the yearly C.L.U. Institutes.

Aetna Life is proud of its representatives who have earned the C.L.U. designation — for it reflects their dedication to the highest principles of client service.



AETNA LIFE
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Affiliates:
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To help you unlock the minds of men

The C.L.U. key is the emblem of the specialist.

It represents intensive training in the insurance field and qualifies you as a life underwriter of *professional* standing in your community.

In short time the C.L.U. study course equips you with the broad knowledge and specific working tools of life underwriting; and, most important—it develops your skill in applying this background to life situations. Basically, this five-part program gives you the confidence, training, and prestige which ordinarily take years of experience to achieve.

Over 400 Equitable representatives now wear the C.L.U. key. More than 1300 others are preparing for C.L.U. exam-

inations. A successful career is available to *you* through the C.L.U. program. Be sure to contact your local C.L.U. Chapter or Life Underwriters Association for information about Fall courses.

The

Equitable

Life Assurance Society of the U.S.

393 Seventh Avenue, New York 1, N. Y.

Waddell Retires From Pilot; Drive In His Honor Sets A Record

J. M. Waddell Sr., executive vice-president of Pilot Life since 1945, has retired after 25 years service. He was honored at a banquet at the Pilot Life country club in Greensboro, N. C., which was attended by officers, retired employees, and general agents and district managers from Pilot's entire territory. The field force dedicated June as "Jim Waddell Month"

and a report on new business was made during the ceremonies and recorded on a large display. The final tabulation showed the ordinary division with \$9,547,000 new business—a 50% increase over the previous June; the combination division with 19,839 applications for all types of protection; the group life division with \$10,611,000 in new life business, while the A&S division produced 606 applications. This was by far Pilot's greatest June.

Had Varied Career

Mr. Waddell has spent his entire business life in insurance. He has

worked as an agent, general agent, and home office official, with Pilot, and Jefferson Standard, with which he was connected just prior to joining Pilot.

Also retiring was E. J. Stoker, coordinator of the A&S division, who had 41 years of service. He has been with the company since 1917. For a time he was manager of the Greensboro agency.

Mr. Waddell was presented a book of letters from the general agents and district managers, which also included the names of top producers during Waddell month.

Diagnosis Coverage Of Blues Assailed By New York Doctor

Dr. Herbert Berger, former president of the New York City district of the state medical society, has charged that the attitudes of Blue Cross and Blue Shield toward diagnostic coverage are unrealistic and are "an outstanding cause" of the impending rise in rates.

Blue Cross and Blue Shield, Dr. Berger said, fail to provide adequate diagnostic coverage, "in spite of the fact that diagnosis is fully one-half of the practice of medicine."

Blue Cross covers only certain diagnostic tests if they can be performed in a hospital, while Blue Shield pays no diagnostic costs, whatsoever. As a result, Dr. Berger said, many subscribers who are faced with expensive diagnostic tests insist that their physicians have them hospitalized.

Hospitalization is ostensibly for treatment in these cases, but the real purpose is for diagnosis, with Blue Cross footing the bill.

Dr. Berger explained that doctors agree to the arrangement because they fear the loss of patients or, as in many cases, because the physician wants to be sure that his charges receive proper medical care.

Should Stop Diagnosis

The practice, Dr. Berger said, was a waste of Blue Cross funds and a contributing factor toward hospital overcrowding. He said that Blue Cross should discontinue all coverage of diagnostic tests, whether they are made in a hospital or not.

"This is an improper area for Blue Cross to operate in, anyway," Dr. Berger said.

A Blue Cross spokesman maintained, however, that "not more than 10% of our hospital cases" are patients who might have undergone diagnosis in their physicians' offices. Whenever possible, he added, Blue Cross makes a policy not to pay such claims when they are made and claims of this type account for less than 5% of the money they pay to hospitals.

The Blue Cross spokesman also said, "We're very happy to have Dr. Berger admit that doctors are, in effect, raising the cost of Blue Cross rates by needlessly hospitalizing patients. The doctors should be made to stop this practice."

Carroll Heads N. C. Agents Adon N. Smith II Cited

A. B. Carroll, New England Life Charlotte, was elected president of North Carolina Life Underwriters Association at the annual convention in Charlotte. Others elected were Thomas James Wilmington, 1st vice-president; Henry L. Brown, Raleigh, secretary-treasurer, and George L. Simpson, Jacksonville, Russell G. Crowell, Fayetteville, G. Reid Marsh, High Point, and Walton Rosenbaum, Charlotte, area vice-presidents.

The association also cited Adon N. Smith II, Northwestern Mutual Charlotte, and chairman-elect of the Million Dollar Round Table, as North Carolina's insurance man of the year.

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The fine promotional assistance rendered by the newspapers and reprints of our ads, furnished by the Home Office, are additional ammunition.

All this, coupled with our top-notch policies and sales aids, will help you sell more under

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Vice-Pres. & Agency Director



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This unique contract provides a family with a guaranteed income for mortgage payments in case of total disability to the family head. The policy has extremely low rates which can be quickly furnished you by your Pan-American Agent.

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This is one of Pan-American's most popular plans. This policy protects the family mortgage payments in the event of death of the family head. Should the family head live until all mortgage payments are completed, the money accumulated under the plan can be converted into several attractive assets. Your Pan-American Agent listed below can outline its many interesting advantages.

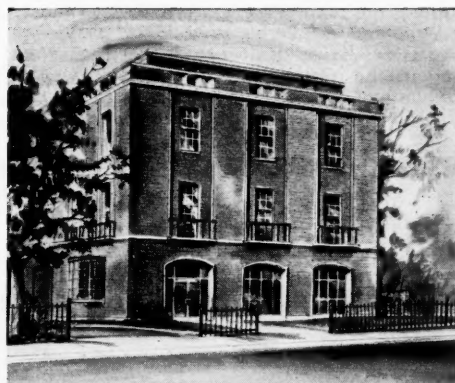
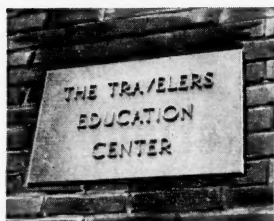
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Among the top 10% of
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of all life
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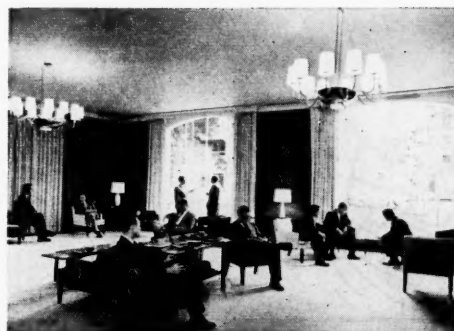
Training for **SUCCESS**

Success in insurance depends in large measure on knowledge of your product and knowledge of the techniques that help you sell and service that product.

Through the modern facilities of their new Education Center, The Travelers offers its agents the finest opportunity to acquire this all-important knowledge.

In designing the three-story Center in Hartford, Connecticut, the Company benefited from more than 55 years in the field of vocational training. For in 1903 The Travelers established a vocational training program, one of the first instituted by American business.

Training includes courses in (1) Life, Accident and Health (2) Casualty, Fidelity, Surety, Fire, and Marine (3) Group. The programs offer not only insurance indoctrination for the beginner but provide expert counsel for the experienced agent who wants instruction in more advanced and detailed forms of insurance coverage. Experienced and expert instructors use the very latest in visual aids and sound equipment for lectures and demonstrations.



For information on a Travelers training program—in any line of insurance—get in touch with The Travelers Branch Office or General Agency nearest you. Ask for the free brochure "Training for Success."



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Life • Accident • Group • Fire • Marine • Automobile • Casualty • Bonds

Dividend Ruling Jolts Some Insurers

(CONTINUED FROM PAGE 1)

holders and that company practices are consistent in classifying policies by years of insurance, plans of issue and reserve bases. In addition, the terminal dividend distributed must not be disproportionate to the annual dividends paid by the company in the preceding years to a given class of policyholders."

The department has been conferring with the companies about terminal dividends for several years. It has expressed concern lest terminal dividends be used as a cheap way of rigging up a mouth-watering net cost picture. An attractive scale could be provided, on the assumption that few policyholders would be demanding

surrender values after their policies were 20 years or more in force, and hence little money would be needed for terminal dividend payments.

The little word "or" plays a big role in the department's ruling. The applicable portion of section 216 provides that any domestic life company "which in good faith apportionments and distributes its divisible surplus . . . on an annual basis as dividends to all classes of policies and contracts entitled to share therein, may apportion and distribute all or any part of its

accumulated surplus . . . with the approval of the superintendent, at reasonable intervals with respect to any policy or contract or on its termination by death, maturity or surrender, as additional or extra dividends in an amount deemed by him not inequitable in proportion to the annual dividends paid in the preceding years on such policies or contracts."

The companies that object to the all-or-none ukase on terminal dividends contend that "death, maturity or surrender" means that they can pay such dividends for any or all of such contingencies. But the department holds that "death, maturity or surrender" means dividends must be paid in all three of these situations—or none at all.

Cite Department Ruling

After citing the passage cited above from section 216, the department's ruling continues:

In order to qualify for favorable consideration for future department approval of the apportionment and distribution of accrued surplus in the form of terminal dividends, it is the department's determination that the following criteria must be met by domestic life insurance companies for the year 1959 and thereafter:

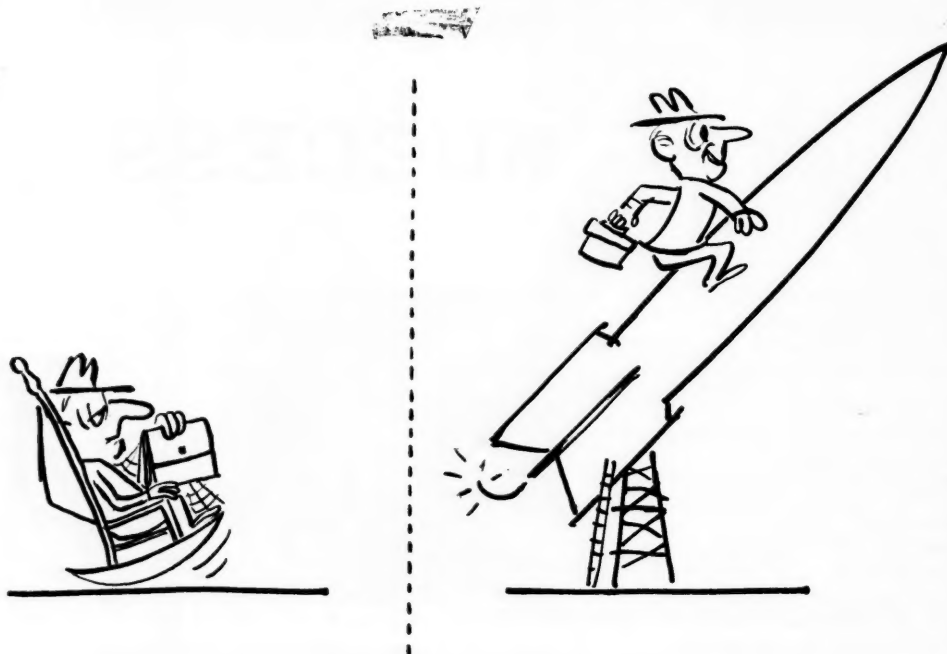
"1. A company which hereafter proposes to pay terminal dividends shall demonstrate (a) that such dividends are equitably apportioned by reason of the actual experience for the given class of policyholders and particular plans and policy durations involved, over and above the apportionment for regular annual dividends; (b) that such dividends bear a reasonable relationship to the surplus accumulated by the class of policyholders; (c) that as to such dividends the company's practices shall be consistent in classifying policies by years of insurance, plans of issue, reserve bases, etc.; and (d) that such dividends are 'not inequitable in proportion,' i.e., not disproportionate to the annual dividends paid in preceding years for a given class of policyholders.

"2. A company shall justify the interval after which terminal dividends are to commence.

"3. If a company proposes to pay terminal dividends, it shall do so for all terminations by death, maturity and surrender, including settlement options. Suitable provision should be made in the cases of reduced paid-up insurance and extended term insurance.

"4. Departmental approval for ter

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the ap-...dividends shall be obtained an-...ually by domestic life insurance com-...panies.
 Pursuant to the authority conferred by subsection 5 of section 42 of the New York insurance law, it is hereby declared that foreign life insurance companies and United States branches of alien life insurance companies licensed to do business in this state, shall substantially comply with rules of 3 inclusive, set forth in the paragraph next preceding, in the payment of terminal dividends to policyholders in this state, and it shall be a condition precedent to the issuance of renewal licenses to each such insurer and branch that it file certified copies of resolutions with the superintendent of insurance, as adopted by its board of directors or other governing body relating to the payment of terminal dividends commencing with the year 1959."

Indianapolis A&H Assn. To Sponsor DITC Seminar

International A&H Assn. will sponsor a one-day seminar in forming, promoting and instructing the disability insurance training council A&S course, in Indianapolis, July 19. Presidents and educational committee chairmen of all state and local A&S associations in the mid-west will be invited. The seminar, running from 9:45 to 4:00, will be divided into three sections: Planning the class, selling the class, and instructing the class. The seminar will close with a question-and-answer panel of the instructors led by E. H. Magnuson, assistant vice-president Federal L&C. Gail Shoup, general agent Lincoln National at Grand Rapids, will speak at the luncheon.

Seminar instruction will be handled by members of Indianapolis A&S and Life Assns., joint sponsors of the pilot DITC class at Butler University in 1955. William Highfield, Insurance R&R, wrote the DITC text and has taught each of the six classes held in Indianapolis.

Niagara Falls Agents Install Laura Benham

Laura M. Benham, Prudential, has been installed as president of Niagara Falls Life Underwriters Assn.

Others installed were Joseph R. Zemszal, vice-president; Clarence E. Austin, treasurer, and Roy D. Cornell, secretary.

Directors of the association are Francis N. Trubits, Jesse J. Simoson, Andrew J. Dutko, Weldon D. Pedley, Benjamin F. Pietak, Albert D. Sarles, Alvin F. Katz, Richard Cary Jr. and Bernard E. Vance.

Occidental Of Cal. Sales Up 14%

Ordinary sales of Occidental Life of California in the first six months were 14% ahead of 1957, totaling \$559,775,892, an increase of \$70,897,292. In June the ordinary sales were \$101,034,064, a record, beating the best previous month, April of 1958, which was \$100,609,048.

Six month figures on A&S sales showed applications 20% ahead of June, 1957, making it the best month in A&S activities since February of 1952.

The figures were contained in the mid-year report of President Horace W. Brower, and coincided with the turning over by Trans-America Corp. of its 23 banks with 322 branches in 11 states to the newly created First-America Corp. The bank holding company act of 1956 directed holding companies to divest themselves of all non-bank holdings, but Trans-America elected to become a non-bank holding company and retained its insurance, industrial and real estate firms, of which Occidental Life, with more than \$7 billion in force, is the major holding.

NEW "MERCHANDISE"—NEW OPPORTUNITIES

"Service to the Field" was the theme of a recent Superintendents' Conference at the Western Life Home Office. This is typical of Western Life practices—one of the reasons why its field organization has grown so remarkably fast.

As an example, Western Life recently designed a new family plan, exceptionally attractive because, among other reasons, it offers one policy, one premium, covering the whole family.

Fieldmen with initiative and the ability to produce will find ready opportunities to get ahead in this rapidly expanding organization. Write or wire us now for more information on the opportunities for you at Western Life.

Western Life
 Western Life Building
 Helena, Montana



R. B. Richardson, Pres.
 Lee Cannon, Agency V. P.

Insurance in Force over \$380,000,000 Assets over \$84,000,000

BUSINESS IS GOOD ... and GETTING BETTER



THE
 NATIONAL LIFE
 AND ACCIDENT
 INSURANCE COMPANY
 HOME OFFICE - NASHVILLE, TENNESSEE

Frank Sales Approach Outlined In Full

(CONTINUED FROM PAGE 6)

for future business. Mr. Jones, I'm enjoying an excellent business today; but I am going to need new business tomorrow. Why don't you allow me the privilege of helping you now in order that I might qualify for your future business?"

At this time I am usually able to ask him enough properly phrased questions so that he will give me the

information I am seeking. It's really a lot of fun to try to anticipate what the prospect is thinking when I am asking him these questions. It becomes even more fun to see the complete change in the person, once his resistance has been broken to a point where he begins to talk freely about his family, business and confidential personal affairs.

If I am not able to get complete information from him at this time, I am generally able to establish a definite time when I can get together with him again to procure it. Naturally, I cannot interest a certain percentage of the people I talk to. This is the time that I feel I must be able to eliminate them if I feel that the individual is not a good one for me.

The success of this approach to my business has only been as successful as my procedure and follow-through. There are several things that I have

done after the original data is received and the first audit is made. Once the pattern is set, the follow-through works automatically.

—A three by five card is prepared showing all the personal data, and business data if he owns a business.

—An individual file is established so that we always have duplicate information regarding all his life insurance; cash values and other pertinent information regarding his estate and facts regarding our interview are also kept in this file.

—His name is entered twice in a book, having a page in it for every day of the year. It is first entered on his birthday and second at his age change.

Card System Is Established

—A monthly card system is established. His name will appear under the month his audit was made. Each month my secretary prepares a list of names from this file. For example, if the month is June, she gives me a list of the clients and prospects for whom I have done work one year ago so that I can contact them for review.

—In addition, another card is made bearing the client's or prospect's name and is filed alphabetically. On this card I indicate the month his name is going to appear. He is sometimes contacted earlier than usual because of a change of job, family situation or age change thus making it important to know where to get all the information about him at all times.

—Each audit or proposal is prepared on a personal basis. Although more work might be involved, I feel that I can tune my proposal in with the personality of the individual I am dealing with.

My prospecting file is separated into three different categories. The first group comprises the people whom I have not yet approached. I am continuously asking questions and procuring information about this group. I will not make a call until I feel that I have sufficient information and referrals to justify a sound introductory interview.

Another group is made up of the people whom I have previously contacted but who have deferred an appointment for some particular time in the future.

The third category consists of the people I am presently attempting to sell. They include new prospects as well as old clients whom I have previously sold.

Reselling Often Necessary

Let's assume that one year has gone by since the audit has been made. All future appointments will be made by phone. In many cases, I have to resell the need of getting together. One successful comparison I have used to procure an appointment is to say the following as I am talking to him over the phone, "I realize that you are very busy and perhaps do not want to get together with me at this time. However, I feel that it is a very important thing for us to do. Allow me to give you an example. Let's assume that you and I work 40 hours a week for 50 weeks out of each year. It is a total of 2,000 hours per year. Regardless of how busy you and I are, I think we should take at least one hour per year to seriously talk about the problems of death and of our future."

"When you originally gave me permission to check over things for you, and you purchased life insurance from me, I think you will recall it was because I promised to give you this service in the future without your



An informal session at a recent Lutheran Brotherhood training school

Why Lutheran Brotherhood men are trained to solve problems

Our whole training program—which is one of the most comprehensive in the insurance industry—is built around problem-solving. That is, LB men are trained to show prospective purchasers how they can solve individual problems of family protection and retirement—with insurance, savings, Social Security, in-

come property, and other investments.

The result is highly valuable service to policyholders, of course. But this problem-solving approach also helps our men, as the extra service brings in extra business.

This is one reason why Lutheran Brotherhood is enjoying sound, steady growth.



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Living benefits for Lutherans through life insurance

THEY YOU

You can 1958 faster If you're you've been which can a career in nite future pany with why:

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For more d important c

MARC Assistant

*THE V whose ference ing led heavier in 1900 flight

SECURITY INSURANCE

A Mutual

DISCOVER THE DIFFERENCE



THEY DID IN 1903* YOU CAN IN 1958

You can Discover the Difference in 1958 faster and easier than they did. If you're like many life underwriters you've been searching for the company which can help you make life insurance a career instead of a job without a definite future. We feel we are the company with the difference . . . here's why:

- Top first year and renewal commissions for General Agents and Agents. (Liberal vesting provisions.)
- Office allowance to General Agents.
- Lifetime service fee.
- Liberal retirement plan.
- Hospital benefits for self, dependents.
- Disability income when sick or disabled.
- Group life insurance.
- Complete portfolio of modern policy forms for better production.
- Excellent sub-standard facilities enabling you to serve a larger clientele.

Important? Of course, because isn't it true . . . you've been so busy creating security for others you've forgotten the most important person of all — yourself — and your own security at age 65?

For more detailed information on these important differences contact:

MARC F. GOODRICH, C.L.U.,
Assistant Director of Agencies

*THE WRIGHT BROTHERS, whose desire to discover the difference between walking and flying led to their experiments with heavier-than-air craft, climaxed in 1903 with first successful flight at Kitty Hawk.

SECURITY BENEFIT LIFE
INSURANCE COMPANY
TOPEKA, KANSAS
Founded 1892
A Mutual, Legal Reserve Company

having to continuously buy new insurance to get it. Why don't we set up a convenient appointment to review everything now?"

Naturally, I cannot sell everyone on the idea of seeing him every year. If he denies me this privilege, I will say, "That's fine, I will mark my records accordingly and will give you a call one year from now when your name appears on my file again. I'd just like to say one thing to you, Mr. Jones. I don't want to check over your things a year from now and find that you have bought some fancy policy from someone who called on you in the meantime. I have spent many hours setting up everything correctly for you and feel obligated to be of service to you. Any changes should not be made or new insurance purchased unless some serious thought has been given to see how it will fit into your program."

If I cannot get together with him at least every three years, I tell him that I do not care to be responsible for the arrangements that I made in his program.

Advantages Of System Listed

Let's look at the advantages this type of operation has made for me:

—At least 40% of my business today is derived from people I have previously sold.

—I have practically no competition in the majority of my work.

—It has given me an excellent track on which to run. I seem to be able to remember only what I write down. Each day that I go to work, I now have several people to call on the phone for appointments. I know that my system will tell the time to recontact a client, thus never making it necessary to discuss business or appointments whenever I am out socially.

—Once properly established, my client or prospect generally listens to any suggestions I may have to offer. I can usually see him at anytime I care to. If a sale is made, he buys life insurance from me, I don't have to sell it.

The next phase of my work which has proved extremely interesting is the diversification of my work geographically. For several years I have had two close friends who live about 50 miles north of Appleton. One is a leading business man in his city while the other is a leading attorney in an adjacent city. Knowing that I had been doing quite a bit of work along business and estate planning lines, they suggested that I make a few trips to their territory.

Having been successful in selling most of their referrals, I would make new contacts each time I would make a trip. Using the same approach that I mentioned earlier, I found that there were many people who needed a good life insurance program coordinated with proper wills. I was surprised, in checking, to find that I have sold over a million dollars of new business through this means. I know that I will write much more in the future.

Yes, people need someone who has chosen life insurance as a profession to help them with their problems. The life insurance man, in return, needs only a nucleus of this type of client in order that he can enjoy all the benefits of his great profession.

Bankers Life of Iowa, during its June president's month, recorded \$42,693,000 of ordinary paid-for life, 106% of the quota set for the campaign. June production increased nearly \$6 million over the 1957 figure.

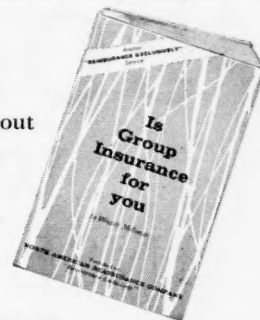
memo to insurance executives...

Is Group Insurance For You?

North American Reassurance Company is pleased to announce publication of "Is Group Insurance for You" — a new study by Wendell Milliman, well-known consultant on group insurance. If your company is interested in learning more about entry into this important field, or needs help in deciding whether or not to enlarge your present efforts — and if so, in what direction — we believe you will find this work of real value.

The author discusses the growing importance of group insurance, what it is, who writes it and who buys it. This 60 page study also deals with the marketing, administrative, underwriting and costing phases of group business, and outlines other important considerations faced by companies entering the group field.

Complimentary copies of "Is Group Insurance for You" are available to interested home office executives without cost or obligation. Simply attach your personal or business card to this advertisement and mail today to . . .



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Nation-Wide Financial Service for Life Insurance Representatives

Loans are available for you on your renewal commissions—for additional working capital, for business expansion, for personal use. Prompt, efficient, confidential service, from the outstanding organization specializing in direct loans to life insurance underwriters.

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Home Office Changes

Liberty Life

Liberty Life has made the following appointments: **Dr. Hugh S. Brown** as medical director to succeed Dr. W. D. Fewell who is retiring; **R. D. Ritchie** as secretary and **James B. Southern** as associate secretary of ordinary policyholders service. Dr. Brown has been in private practice as a specialist in internal medicine and cardiovascular diseases in Spokane. Mr.

Ritchie has been assistant secretary since 1934. Mr. Southern has been assistant secretary in the ordinary policyholders department since 1954.

Prudential

Prudential has appointed **Gunter P. Jahn** as actuarial director and **Dr. Donald M. Haskins** as assistant medical director of the Boston regional home office, with temporary headquarters in Newark. Mr. Jahn has

been associate actuarial director at the Minneapolis regional home office. Dr. Haskins has been with Falmouth (Mass.) Medical Associates. Mr. Jahn and Dr. Haskins will move to Boston on Sept. 2.

American Travelers

Donald K. White has been named chief underwriter. He has served six years with United Home Life and five years with American United Life.

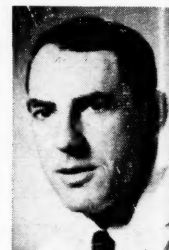
Connecticut General

James L. Cole has retired as superintendent of agencies at Connecticut General. He began his insurance

career in 1916 and joined Connecticut General's agency department in 1921. He was appointed superintendent of agencies in 1929.

Pan-American Life

Pan-American Life has appointed **Kenneth G. Fowler** as manager of the newly created planning and methods department. He has been methods analyst with Pan-American Life and Aetna Fire.



Kenneth G. Fowler

Guardian Life

Guardian Life has appointed **Daniel R. Mulcahy** as field training assistant. He has been in the insurance field since 1952, most recently as supervisor for Provident Mutual at Washington, D. C.

Washington National

William P. Wischart, assistant secretary and manager of the company's



W. P. Wischart

ordinary issue division and index section, is retiring and moving to Harrison, Ark. He has been in insurance 47 years, 31 with Washington National. Starting in 1911, he was in the Chicago district office of Prudential under the direction of James S. Kendall, brother of the co-founders of Washington

National, going with the latter company in 1927. On his last day Mr. Wischart was honored at a luncheon given by the company's board at Evanston (Ill.) University Club.

Kansas City Life

Ronald A. Jones has been appointed director of sales promotion and **Brock D. Holmes** director of public relations and advertising.

Mr. Jones joined Kansas City Life in 1950 and has been supervisor of sales promotion. Mr. Holmes joined the company last year as director of public relations.

National Life & Accident

National Life & Accident has appointed **Dr. Warren J. Hunzicker** as assistant medical director. He has been in private practice at Spokane as a specialist in cardio-vascular diseases.



Dr. W. J. Hunzicker

Travelers

Travelers has appointed **Edgar S. Reed**, former assistant secretary of the personnel department, as secretary and **Carl F. Morisse** becomes assistant secretary of the life, accident and group claim department. Mr. Reed has been superintendent and assistant secretary of the printing department. Mr. Morisse has been supervisor in the home office claim department and supervising adjuster at St. Louis.

Security Mutual Of New York

Security Mutual of New York has appointed **John W. Gokey** as general agent at the home office agency. He has been district manager for Mutual of New York at Watertown and Binghamton.

The Manhattan Life Again Points the Way with Its Family Member Insurance Rider

UP TO
\$50,000
WIFE
INSURANCE

or one half amount of Husband's Basic Manhattan Life Policy, whichever is less.

That's just one of 4 Family Member Insurance Riders. See the other three at right.

HIGHSPOTS OF THESE NEW RIDERS:

The Term Insurance on Wife and/or Children is convertible to one of a wide choice of permanent plans. New commissions paid on conversion.

Children born after Rider is in force automatically insured, 15 days after birth. No increase in premium.

The Family Member Insurance Rider can be attached to most Manhattan Life policies.

The Family Member Insurance Rider is available in most of the states in which the Company operates.

Over a Billion of Insurance in Force

THE MANHATTAN LIFE
INSURANCE COMPANY
of NEW YORK

Home Office: 120 West 57th Street, New York 19, N. Y.



3 OTHER RIDERS

CHILDREN INSURED

by Rider attached to
Mother's Policy.

MOTHER AND CHILDREN INSURED

by Rider attached to
Father's Policy.

CHILDREN INSURED

by Rider attached to
Father's Policy.

★ ★ ★

Ask About Paid-Up Provision,
Waiver of Premium,
and Sub-Standard Issues.
Sorry, We Just Haven't Room
Here for the Whole Story.

Changes In The Field

Occidental Of California

Edward C. Burrus has been named assistant manager in Miami for Occidental Life of California. He has been in the insurance business for 10 years as an agent with Provident Life and Prudential.

Melvin F. Wiltseh has been named assistant brokerage manager in St. Louis. He was formerly an agent in St. Louis for Prudential for four years.

Bryce M. Vay has been named brokerage manager in San Diego. He joined Occidental as an agent in 1952 and has been assistant manager in San Diego since 1956.

General American Life

John T. Dale has been appointed to succeed his father, the late John C. Dale, as general agent at Montgomery, Ala. Mr. Dale has been with General American in his father's agency since 1954.

William T. Barmettler has been appointed associate general agent at Omaha. Formerly General American

district manager at Omaha from 1940 to 1956, for the past two years he has been with Franklin Life in Omaha.

Manhattan Life

Manhattan Life has appointed John A. Nussbaum Jr. as general agent at Kansas City, Mo. He entered the life field in 1949 and has been with Northwestern National Life and Equitable Society.



J. A. Nussbaum Jr.

Equitable Society

Equitable Society has appointed the following unit managers: Edward John Adams and Edward L. Klein, Detroit; William H. Reilly Jr., Chicago; Wilburn G. Ezell, Knoxville; Robert C. Joy, Oakland; Lloyd K. Larrabee and

Raymond S. Olinsky, San Francisco; Lynel L. Perry, Whittier, Cal.; Joseph A. Proulx, Pendleton, Ore.; Robert Ross and David L. Miller, New York; Joseph S. Richter, Newark; Richard K. Shiffer, Reading, and Irwin Katzman, Buffalo.

Bankers Life Of Iowa

Donald H. Thomas has been appointed group manager in Seattle. He has been in insurance for more than 10 years, and has specialized in all forms of group coverage.

Anthony J. Hanley has been named

group representative at New York City. He has had three years' experience in insurance sales.

Richard E. Doruff, supervisor of the company's Keck agency at Chicago since 1956, will become a field supervisor at Des Moines, and will work on various assignments with agencies across the country.

Travelers

Travelers has appointed Jack F. Powell, former assistant manager of the St. Louis mortgage loan department located at Clayton, Mo., as

5 BILLION DOLLARS worth of confidence

FIVE BILLIONS of insurance in force is now the measure of size for Continental Assurance Company.

This 5 billion dollars reflects the confidence that hundreds of thousands of policyholders have in the agents and brokers who represent Continental.

This 5 billion is also an indication of the confidence that the agents and brokers in turn have in Continental Assurance.

We are proud and grateful to the thousands of professional insurance men who have chosen Continental to protect their clients. We know that the men who represent Continental are the key to this company's spectacular growth.

These independent Continental representatives are far more than just salesmen . . . they are professionals in the science of protection . . . dedicated, as is Continental, to the interests and service of their policyowners.

At this time, we salute the general agents and representatives whose partnership with Continental has raised this company's insurance-in-force figure to the 5 billion mark . . . 5 billion dollars worth of confidence.

CONTINENTAL ASSURANCE COMPANY



One of the Continental-National Group

310 S. MICHIGAN AVE., CHICAGO 4, ILL.



Where the convention season

never

ends . . .

THE

Greenbrier

The Greenbrier offers an outstanding location for your next convention. The newly completed, air-conditioned West Wing provides meeting rooms for groups up to 1000 and includes such features as a brand new auditorium with a 42 foot stage, the latest P.A. systems and projection equipment, a theater with Cinema-Scope screen, and superb arrangements for banquets. Don't overlook either, the marvelous sports and recreational facilities, the courteous service, comfortable guest rooms and wonderful dining that have made The Greenbrier world-renowned as America's Informal Business Capitol.



For complete information, address: Charles L. Norvell, Director of Sales, The Greenbrier, White Sulphur Springs, West Virginia, or inquire of reservation offices at: New York, 17 East 45th Street; MU 2-4300; Boston, 75 Tremont Street, LA 3-1497; Chicago, 77 West Washington Street, RA 6-0625; Washington, D. C., Investment Bldg., RE 7-2612.

THE

Greenbrier

WHITE SULPHUR SPRINGS • WEST VIRGINIA

manager. Owen G. Richards becomes assistant manager. Mr. Powell has been a mortgage loan representative at Portland, Ore., and Jacksonville, Fla. Mr. Richards has been a mortgage loan representative at Kansas City, Mo., and assistant manager at Wichita.

Prudential

Prudential has appointed Joseph P. Locasio manager at Long Island City. He has been manager at Elizabeth, N. J., since 1952.

Life of Virginia

Life of Virginia has appointed

Bowen G. Good manager at Birmingham, Ala. He joined Life of Virginia at Atlanta in 1942, and has been associate manager and field training supervisor.

Massachusetts Mutual

Massachusetts Mutual has appointed Arch W. Hamilton as supervisor at Lexington. He has been in the life insurance field since 1956.

William F. Scheerer has been appointed supervisor of Massachusetts Mutual at Atlanta.

Continental Assurance

Harvey G. Larson has been named

manager at Minneapolis-St. Paul. He was formerly assistant manager of a large Twin City agency.

Connecticut Mutual Life

Connecticut Mutual Life has appointed Jack Shepherd as head of the brokerage department at Garden City, N. Y. He has been brokerage supervisor and assistant manager of New York Life at Hempstead, N. Y.

American Bankers Life

American Bankers Life of Miami has appointed Edward L. Jackson as general agent at Key West. He has

been with Independent L.&A. since 1956.

Guardian Life

Guardian Life has appointed Davis Wakefield manager at Milwaukee. He entered the life field in 1946 and has been district manager of Equitable Society at Racine.

Continental American

Carl Appel has been appointed assistant general agent for Continental American at New York. He has been a manager for Prudential. He is a CLU.

FIRST COLONY LIFE has opened an agency at Bethesda, Md., and John J. English has been appointed manager. He has been with Mutual Benefit Life and New York Life.

Slate Mid-West Management

Conference Speakers

Two members of the nine-man speaking panel for the annual Mid-west Management Conference, French Lick, Ind., Oct. 23-25, have been announced by W. T. Smith, general agent Wisconsin National Life, Indianapolis conference chairman. They are Newman E. Long, manager Great-West Life, Dallas, and G. W. Fitzhugh, vice-president for planning and development, Metropolitan, New York.

Mr. Fitzhugh will open the conference Oct. 23 with an analysis of the life insurance potential and what lies ahead for managers and general agents. Mr. Long and subsequent speakers will talk on the conference theme: "Realistic Management Methods for Today's Conditions."

Mid-West Management Conference is sponsored annually by General Agents & Managers Assn. of Indianapolis and draws attendance from coast to coast and internationally.

Modern Woodmen Issues

New Ratebook

Modern Woodmen of America has just issued a new ratebook with additional policy forms.

Among the new plans are: \$5,000 minimum life paid-up at 65 policy \$2,500 minimum 10, 15 and 20 year term contracts, with a reduction in rates; mortgage protection certificate for 15, 20 and 25 years, with the premium paying period 20% shorter than the mortgage period; term to age 18 providing full death benefit from birth with a conversion privilege of five for one at age 18. In addition the provisions of double indemnity to death by accidental means and waiver of premiums have been liberalized.

Connecticut Gen'l Brokerage Unit

At Chicago Breaks All-Time Record

Chicago Brokerage agency of Connecticut General Life paid for more than \$1 million of life during June. This was the largest month in the history of the 2½-year-old agency and the earliest any of the brokerage only agencies of the company ever exceeded this mark, according to Edward N. Cheek, manager, who made the announcement at an outing and celebration for the entire agency staff at his home in suburban Winnetka. James L. Cole, retiring head of brokerage agencies for Connecticut General, was on hand from the home office for the outing.

New England Life Enrolls 15 In Policyholder Service Course

Fifteen field representatives of New England Life attended the advanced agency builders course at the home office in Boston. The course, which covers all phases of sales management is designed to assist field men in the assignments of administering policyholder service in their respective areas.

IN INSURANCE CIRCLES
Minnesota Mutual Life Hits
2 Billion Level Ahead of Time

By RANDALL HOBART
 Minneapolis Star Business Editor

Minnesota Mutual Life Insurance Co., St. Paul, has achieved its second billion dollars of life insurance in force, President Harold J. Cummings announced today.

The policy that pushed the total over two billion dollars was purchased by Jerold L. Olson, 10824 S. Rich Av., Bloomington, a claims adjuster for Main and Baker, St. Paul. Don Long of Paul Williams agency, Minneapolis, sold him the policy.

Cummings pointed out that while the company's first billion dollars of insurance in force was achieved in 73 years, the second came in less than five.

Projected date to complete the second billion had been for February, 1959.

Minnesota Mutual Life is the oldest firm in the United States and Canada with agencies in 117 cities.

MINNESOTA MUTUAL'S CUMMINGS AND POLICY HOLDER OLSON

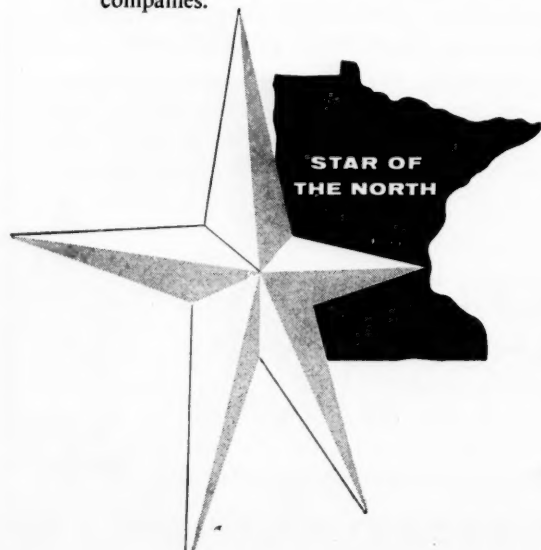
The 2nd Billion in Less Than 5 Years!

With the delivery of a policy on June 16th. The Minnesota Mutual Life Insurance Company passed the \$2 billion mark of life insurance in force. The significant fact is that our second billion was written in less than 5 years, while the first billion took 73 years.

That's a tribute to the fast-growing importance of life insurance . . . and the fast-rising "Star of the North." In size, the Minnesota Mutual now ranks among the top 4% of all life insurance companies.

We are big enough to be *important* in the industry . . . flexible enough to give our field force and policyholders individual service.

Our formula for Success is just this. (1) Thoroughly organized sales methods. (2) Tested and proven presentations to fit specific life situations. (3) Convincing visual sales aids to trigger every presentation. (4) Home office people who go into the field to give shirt-sleeve help. (5) A higher-pay incentive contract with an unusual combination of persistency fees.



The Agent-Minded Minnesota Mutual Life

Insurance Company

VICTORY SQUARE • ST. PAUL, MINNESOTA

Conn. Mutual Men Hold Four Regionals

(CONTINUED FROM PAGE 5)

for the sale of all products we have ever known.

"It has been estimated that by 1962, \$50 billion worth of new products which are not on the market today will be on the market. There will have to be capital investments for making these products, there will have to be life insurance bought to protect the men who invent, who develop, and who eventually market and sell these products. You have every reason to feel optimistic about the present and extremely optimistic about the future."

Shifting his attention to the company and its agents, Mr. Zimmerman voiced an equally optimistic view.

Although not saying flatly that Connecticut Mutual would not ever enter the A&S or group fields, or even multi-line operations, he did point out that "on the record a company which does a quality job of serving individuals by selling individual policies through an individual agency force using an individual approach to individual problems has a very, very bright future."

"But there is no room for compla-

cency," he continued. "We owe it to the public to sell the type of insurance which best meets individual needs. We can't operate on the 'let the buyer beware' philosophy. Your responsibility goes beyond merely making a sale. It must be the right kind of sale. A man sold the wrong bill of goods takes it out on the agent, the company and, indeed, the entire business when things go wrong."

The challenge of the future, Mr. Zimmerman concluded, "is the challenge of doing the very best job you know how to do, because you are dedicated, because you have pride in yourselves, and because nothing you do should be unworthy of you."

A dual appeal for more aggressive salesmanship and more emphasis on life insurance as savings was voiced by Agency Vice-President Raymond W. Simpkin.

The industry is not getting its share of the consumer dollar, he said. Although the money is there, it is going into hundreds of luxuries. Life insurance selling has tended to be soft, and has settled for protection rather

than emphasizing the saving aspects of life insurance.

Forced savings is an important factor in preserving financial independence, said Mr. Simpkin. Not only is there too little insurance being sold, but too much term or cheap protection. In 1957, 44% of the ordinary life insurance written in this country was term or contained term riders.

Programing to learn the prospect's needs has been partly responsible for this trend. In certain cases term insurance may be the best recommenda-

tion, but its drawback is that too often the insured ends up with no cash value and no protection.

Lately there has been a shift in the economic structure from rugged individualism to collective effort. This is evidenced in group and pension plans, in social security. As necessary as all of these have become, it is a fact that they encroach upon economic freedom.

"I believe the desire for personal economic freedom is too strong to allow social security to get beyond minimum needs but nonetheless, it is

YOU CAN WRITE MORE CREDIT LIFE...

... with Nationwide's up-to-date Credit Life programs! Nationwide insures lives of borrowers at *lowest possible cost* . . . provides Group experts to help you set up an *efficient* Credit Life plan . . . speeds up service through *local* representation. For details on how *you* can write more Credit Life, just contact: Nationwide Group Department — Brokerage Division, 246 North High Street, Columbus 16, Ohio.



Mr. C. Howard Gray (right), of Gray Agency, Wheeling, West Virginia, with Mr. John Nash, Executive Vice-President, Half Dollar National Bank, Wheeling. This bank is covered by Nationwide Creditors Group Life Insurance.

OWN YOUR OWN AGENCY



Pardonable Pride...

... every once in a while a fellow just has to "pop his buttons" because he knows he has something great! For the man interested in agency management, we've got . . .

① The Top agency building contract! For the man who is looking ahead to a profitable, secure future in his own agency, our contract can't be beat.

② A personal producer's contract second to none! It helps make recruiting a pleasure instead of a chore. The Home Office training program aids the new agent in making a rapid climb to a top producer.

③ A complete portfolio of life and S&A insurance plans, designed to fit every prospect and his particular needs. They include a low-cost whole life plan, Family Guardian (family group plan), Major Medical Catastrophe Insurance plans, and the most versatile decreasing term riders ever devised.

④ Some excellent territories still open (including a few major cities) in the United States and Canada.

If you want to "pop your buttons" in your own agency with a rapidly growing organization, contact The Maccabees, a Life Insurance Society, Detroit 2, Michigan.

THE MACCABEES
a Life Insurance Society

Founded in 1878

Home Office
Detroit 2, Michigan



NATIONWIDE LIFE INSURANCE COMPANY • HOME OFFICE: COLUMBUS, OHIO

a threat, and we in the life insurance business have a tremendous responsibility to meet it," Mr. Simpkin declared.

"We all know that the public tends to buy what the agent sells. Your job, then, demands an ability to persuade people to take pride in their personal independence and opportunities to control their own future. Forced savings by means of life insurance to augment social security at retirement should be foremost in your minds, and the living values, the saving aspects of

Ask La. Commissioner Vote

The Louisiana house has passed a proposed constitutional amendment to make the office of insurance commissioner an elective instead of an appointive post. The proposal will be voted on at the November general election.

life insurance, should be emphasized in your presentations."

In a three-part talk, Assistant Agency Vice-president Horace R. Smith pointed out that there is no reason any

agent qualifying for a regional meeting couldn't qualify for the Leaders Round Table. There is every reason why he could, if he wanted to. Here are some of the points Mr. Smith made:

An agent tends to concentrate on prospects within five years of his own age. There is no law that says this should be so. Agents should spend more time with older people who have larger incomes and more critical life insurance needs.

There is no reason to fear approaching people who already have a lot of insurance. Studies prove that these people are excellent prospects for substantial sales.

Agents should spend more time developing business from commercial and industrial organizations that didn't even exist 10 years ago, particularly in chemistry, electronics, aircraft and other fields benefiting from recent emphasis on scientific research.

Professional men, scientists, inventors, designers and the like have few or no assets other than their income-producing potential. They have a critical need for life insurance.

Encouraging Prospect To Talk

"If you are to understand your prospect and convince him your understanding of him is complete, you should lead him to talk about his problems, his family and his business," said Mr. Smith. "You must learn to fashion questions he can answer. You must strive constantly to better understand your prospects, to help them to better understand themselves and their problems as well as the solutions you are ready to provide. Here are a few suggestions toward this end:

"Constantly remind yourself of the importance of communication skill, reducing any tendency to be gabby.

"Be alert to see how learning more about the other man, through listening, adds to your accuracy in predicting attitude and probable course of action.

"Prepare questions which will produce answers in which you have a real interest.

"Remind yourself that every man has a story about himself, his family or his business which he would like to tell.

"Remind yourself that the flow of information may quickly dry up if the good listener becomes a bad listener by interrupting.

"Remind yourself that you must not filter what you hear through your own prejudices. Keep an open mind so you can understand your prospective client, why he believes what he now does, why he has acted as he has, why he believes what he now believes, and why he will probably do what he wants to do in the future, and in what way you may help him with his plan.

Outlines Basic Goal

"What you are striving for is a relationship of acceptance and belief in which mutual understanding and appreciation have been completely established. Your imagination, your resourcefulness, your intuitive skill and your desire to be of greater help to more and more people will be rewarded beyond even your present hopes and dreams.

"Today you are all rich in the blessings of an ever more comfortable environment; tomorrow holds great promise but how much promise is still up to each of you."

E. A. Starr, assistant agency vice-president, assisted by Paul A. Hoeffer,

Jefferson Standard Gains

Sales of more than \$25 million gave Jefferson Standard Life its largest June volume and its fifth biggest month.

Paid business totaling \$106 million for the first six months of 1958 boosted insurance in force to \$1,752,844,369, a 5.9% increase.

assistant counsel, reasserted his belief that the greatest opportunities for growth of the company, of its agencies

WANT ADS

Rates—\$20 per inch per insertion—1 inch minimum—sold in units of half-inches. Limit—40 words per inch. Deadline 4 P.M. Friday of week before publication in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

ACCIDENT AND SICKNESS FIELD SUPERVISORS

Two exceptional opportunities open as field supervisors of accident and sickness—locations Chattanooga and San Francisco. Salary open, commensurate with experience and possibilities for growth.

Inquiries will be held in confidence

communicate with

JAMES POWELL, VICE PRESIDENT

PROVIDENT LIFE AND ACCIDENT INSURANCE COMPANY

Chattanooga, Tennessee

AVAILABLE HEALTH & ACCIDENT EXECUTIVE

MR. PRESIDENT: If your company is contemplating entering the Health & Accident field or desires individual with proven management ability to improve & activate your present organization my résumé will be of interest. Fifteen years in all phases of the business with one of America's largest H. & A. Companies. Age 45, married, will relocate, five figure income bracket. Please request résumé on company stationery. Reply Box B-49, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

SALES PROMOTION PUBLIC RELATIONS

Hard Hitting, Sales-Producing idea man (33) who can write crisp hard or soft sell copy . . . seeking a challenging spot. Equally effective at writing, creating promotional campaigns or handling press relations. Can create, plan and execute the idea with unlimited drive and enthusiasm. Currently with manufacturer. Background includes five years in life insurance. Willing to relocate and/or do a limited amount of traveling. Available middle or late August. Write Box NY-91, c/o The National Underwriter Co., Adv. Dept., 17 John Street, New York 38, N.Y.

LAY UNDERWRITER

Virginia Home Office growing life company. Must be familiar with New Business and Policy Issue Procedures. Excellent opportunity for person capable of accepting responsibility and of developing new methods. Replies will be held in strictest confidence and should include in detail qualifying experience. Please state age, education and expected salary. Our staff knows of this advertisement. Address Box B-54, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

A & S — CHIEF UNDERWRITER

Excellent opportunity—Home Office expanding Life Co., N.Y.C. desires man with broad experience. Knowledge of Group desirable but not essential. Salary open. Send résumé. Write Box NY-92, c/o The National Underwriter Co., Adv. Dept., 17 John Street, New York 38, N.Y.

WANTED

A new or established company entering the A & H Field that is seeking a capable man experienced in all phases of the business. Primarily interested in promising future and willing to relocate anywhere. Write Box B-53, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

LIFE UNDERWRITER

Rapidly expanding Co., affiliated with large N.Y.C. multiple line organization, offers excellent opportunity. Desire man with broad experience all phases of Life Underwriting including sub-standard, as Assistant Head of Home Office Life Underwriting Dept. Submit résumé outlining experience and salary requirements. Write Box NY-93, c/o The National Underwriter Co., Adv. Dept., 17 John St., New York 38, N.Y.

AGENCY CONTRACT WANTED

Alabama state wide organization of 59 licensed agents, managers and supervisors now writing only limited Hospitalization, will consider appropriate state agency contract to sell Life insurance (including unusual and investment plans), a line of A & H policies, and possibly auto insurance. Write: Agency Director, P. O. Box 6115, Birmingham 9, Alabama.

CONTROLLER

15 years experience in accounting supervision, Life and Casualty annual statements, accounting procedure and systems. Some experience in actuarial computation of rates, reserves and non-forfeiture values. Address Box B-51, c/o The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Illinois.

Looking for THE PROMISED LAND?

FOLLOW THE ARROW

IN 1957

14% OF OUR GENERAL AGENTS
EARNED OVER \$25,000 . . .

22% MORE THAN \$20,000 . . .

48% OVER \$10,000.

THEY DID IT with unique contracts
such as—

- ★ The Fit-the-Future
- ★ The Extension
- ★ Guaranteed Insurability Rider
- ★ Family Security Plan
- ★ Complete portfolio of A & S,
Group and Pension Plans.

THEY'LL DO IT AGAIN with the
kind of Home Office Assistance that
a vigorous and progressive com-
pany knows is essential to build top
flight Agencies in—

Illinois • Ohio • Kentucky • Michigan
Florida • Virginia • W. Virginia • Indiana
Minnesota • Pennsylvania • Arizona

Wire or Write

BYRON C. JOHNSON

Agency Vice-President



JEFFERSON NATIONAL
Life Insurance Company
INDIANAPOLIS, INDIANA

the Company
with the
Agency Heart!

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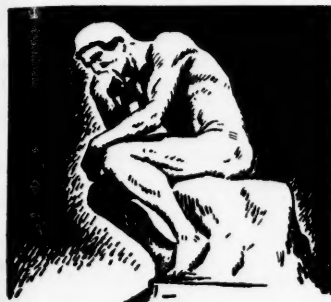
Michigan
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Arizona

SON
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IONAL
Company
INDIANA

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art!



THINK...

- ? WHY are you paid the same commission as the lowest producers in your agency when you are consistently a top producer?
- ? WHY do so few companies vest renewal commissions?
- ? WHY do you receive little continuing reward for attracting good producers to your agency?
- ? WHY are your renewal commissions for low lapses the same as paid to other representatives for high lapses?
- ? WHY is your renewal commission schedule so low if persistency is so vitally important?
- ? WHY are smaller renewal commissions paid over a long period of time instead of larger commissions paid over a short period?
- ? WHY has the Accident and Health Division of All American Life & Casualty Company enjoyed the most spectacular growth in the business? From the standpoint of premium income, All American now ranks among the top 125 companies.
- ? WHY is All American Life & Casualty Company, having started writing Life Insurance in July, 1956, already producing approximately one million a week?

If you want straightforward answers to all of these questions . . . write—

E. E. BALLARD, President,

ALL AMERICAN
Life & Casualty
Company
CHICAGO
General Offices: All American Building
PARK RIDGE, ILLINOIS

Service Guide B

ACTUARIAL COMPUTING SERVICE, INC.



1389 Peachtree Street,
N.E., Atlanta 8, Georgia,
P.O. Box 6192. Telephone
TRinity 5-6727.

and of individual agents lie in the various areas of advanced sales.

"The employe plans field continues to offer almost unlimited opportunities for new growth, particularly in the small-case market," he declared. "Of the six million business concerns in the United States, only 750,000 are corporations. The balance are partnerships and sole proprietorships.

"In face of these figures," he continued, "there were only 41,000 qualified pension and profit-sharing plans in force at the beginning of this year. Further, Treasury Department statistics clearly show that the size of new qualified plans is decreasing."

Pointing out that the majority of large companies already have employe plans, Mr. Starr went on to demonstrate the huge market remaining to be tapped among smaller business concerns.

"Some day every concern will have some type of qualified plan," he predicted. "The greatest percentage of remaining prospects are best served by our product—individual policy plans. This is your challenge. The business is there. The agent who goes after it will secure it."

Analyzes Life Policy

A talk on some obvious but often overlooked advantages of life insurance as property was given by Robert P. Proctor, superintendent of agencies. Analyzing a life insurance policy, provision by provision, he pointed out that while there is only one little section on paying premiums there are seven pages describing "what the property (life insurance) will do for the purchaser because of what he can do with it." Here are highlights of his description of life insurance as the best way to accumulate property.

"You all know," he said, "that the principal reason men don't buy life insurance is because they don't understand what it is and does. Stocks, bonds and savings banks have their place as ways to accumulate property, but the road is long—often too long. Most people don't realize they need a program for accumulating property that will be self-completing in event of death."

Speaks On Motivation

Speaking on the validity of using motivation as a means of persuasion, William H. Whorf, superintendent of agencies, emphasized that men need to be moved and inspired to act before they will buy life insurance.

"Sometimes," he said, "we are so sold on the extreme logic of life insurance that we think that this alone will make the sale for us. Often we are afraid to use motivation because we think of it in terms of pressure. Actually, the agent who uses motivation is not using pressure. Rather, he is pointing out the problem so clearly that the prospect feels pressure from inside himself to do something and to do it right away."

James L. Russell, agency secretary, stressed the need to reaffirm the good old-fashioned values of life insurance, which, he said, are often taken for granted or obscured by newfangled ideas.

In our generation, he pointed out, it is troubling that so many of the hard-won, time-tested values of our product are being neglected, sometimes disparaged, even defamed. Accordingly, like the sack dresses of dubious fashion today, the best points of our product don't always show.



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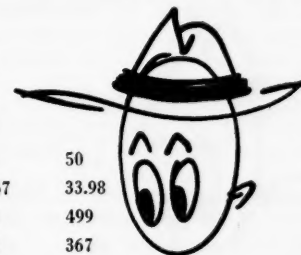
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Editorial Comment

Keep Policyholders From Being Killed

Policyholders who get killed in motor vehicle accidents represent not only individual tragedies to themselves and their families but a peculiarly unnecessary and frustrating form of loss to life insurance companies. First, these deaths boost death payments. Institute of Life Insurance estimates that motor vehicle fatalities in 1958 will cost the companies some \$120 million in death claims.

That would be about \$10 million more than 1957 and \$45 million more than the claim figure as recently as five years ago. That represents not only a lot of premiums that the companies won't be getting from renewals but a lot of renewal commissions that agents won't be getting, even allowing something for the fact that some of that \$120 million total would have been paid because a certain number of those policyholders would have died from other causes had they not been killed in traffic accidents.

Moreover, many of those policyholders, had they not been killed, would have bought, in the aggregate, a tremendous amount of additional insurance on their lives. Besides all that, there is the economic loss that is rarely compensated completely by life insurance, because hardly anybody carries that much coverage.

It has long seemed surprising to us that life companies, either in concert or individually, do so little about curbing traffic fatalities and injuries. Nothing comparable, for example to what they have done about heart disease research. They are doing handsomely by heart research, but nobody would contend that they are bleeding themselves so white that they have no spare change left over to do something about highway deaths.

Yet, as we have said once or twice before, there is every reason to suppose that research on traffic deaths and taking the lead in promoting measures shown to be effective in curbing these deaths would have much more rapid results than can be expected

from research on heart disease—important as the later activity unquestionably is.

One of the most promising fields for research and enforcement is the sin of driving too close to the car ahead. Along with driving too fast for conditions, the practice of "tail-gating" ranks high in the list of needlessly moronic thoughtlessness. The safety experts' rule of a distance of one car length for every 10 miles an hour car speed is flouted by perhaps nine out of 10 drivers. As a result, if a car has to make a sudden stop, or even a sudden slow-down, anywhere up to 10 cars or so behind him may pile up on the rear bumper of the car ahead—all because they overestimated the quickness of their reactions or, more likely, just didn't think.

Following too closely is easier to control than speed, yet little is done about arresting or even warning the driver who is guilty of this particularly stupid and inexcusable form of reckless driving. Enforcement is badly needed, for there is little that the driver in the car that is being nuzzled too closely can do about it. About all he can do is to leave an even greater interval than he usually does between his car and the one ahead of him, so that in the event the fellow up ahead slams on his brakes the careful driver can slow down gradually enough so the following car can be braked without a crash, in spite of following too close.

If life companies would take up this one project of keeping drivers from following too close, they could save many lives and delay the payment of many millions in death claims. There is some evidence that the enforcement authorities are taking more of an interest in the hazard of following too close. Some motorists are smartening up, too. Now would be the time for the life insurers to throw their weight into this project. It looks to be right at the point where it needs a good push to get it rolling.—R.B.M.

Personals

V. J. Skutt, president of Mutual Benefit H&A, has been appointed to the President's Council on Youth Fitness by Secretary of the Interior, Fred A. Seaton.

Karl W. Anderson, vice-president and medical director of Northwestern National Life, was elected president of Minnesota Heart Assn. at its annual meeting in St. Paul.

Alice L. Thorpe, editor of John Hancock's house organ for district agents, Patriot, has been awarded a special citation for "sales motivations" by the International Council of Industrial Editors.

William A. Arnold, general agent for John Hancock, has been named chairman of the life insurance agencies division of USO Fund of New York

for 1958. USO Fund hopes to raise \$1.6 million this year in New York City.

Hugh F. McKenna, supervisor of small group sales for United Benefit Life, received life membership in Omaha Junior Chamber of Commerce. He was national president of U. S. Junior Chamber of Commerce in 1955-56.

At Least 8 Companies Insure Insurability

The editorial last week mentioning three companies that very recently came out with insured insurability riders should not be taken to mean that these companies, along with Bankers Life of Iowa, which started the trend last year, are the only ones writing the new coverage. Since Bank-

ers came out with its plan, similar riders have been offered by Provident Life & Accident, Guarantee Mutual, American United, Jefferson National and possibly others, in addition to the four mentioned in the editorial.

Deaths

ELMER K. RUPP, 87, pioneer insurance correspondent of Los Angeles and a long-time reporter for THE NATIONAL UNDERWRITER, died suddenly of complications from a perforated ulcer at Wadsworth Memorial hospital of the U. S. Veterans Facility in West Los Angeles. He had been ill but a short time.

Mr. Rupp was born in Reedsville, Pa. He started his newspaper career as an apprentice printer, later holding jobs as reporter, city editor and night managing editor of the Altoona Times. He subsequently became editor of Johnston Democrat; Sunday editor and drama critic of Pittsburgh Press; assistant editor of the Insurance World; first editor of the Insurance Journal at Los Angeles, and copywriter for the old Los Angeles Express.

He was a captain in the 18th regiment and sought the capture of Villa with Pershing. He served overseas during World War I.

M. BRUCE PARSONS, 63, general agent for Mutual Benefit Life at Chicago since 1937, was killed while horseback riding near Aspen, Colo. Mr. Parsons was riding alone and as far as can be ascertained fell or was thrown, fracturing his skull. He had been with Mutual Benefit since 1923.

Following overseas service as a field artillery captain in the first world war, Mr. Parsons completed his interrupted studies at Iowa State College and for a while was in the A&H selling field. Going with Mutual Benefit at age 28 in the famous old A. A. Drew agency at Chicago, he soon became one of the leading life producers in that city. He wrote more than \$1 million in 1932-33-35, leading the entire company in 1935. He also became a CLU the same year.

He became a sole general agent for Mutual Benefit in 1937 and operated in that capacity until 1954 when he teamed up with Stuart A. Monroe, then director of field supervision at the home office, to form the Parsons-Monroe agency. The partnership was highly successful, the agency being one of the company's leaders from its inception.

WALTER MACKLIN, vice-president and a trustee of Maccabees, died after an extended illness. Mr. Macklin joined the Maccabees field staff in 1926. In 1936 he was made Quebec provincial manager, a position he held at the time of his death. He was named vice-president in 1957.

W. C. MURPHY, vice-president and actuary of American Hospital & Life, died at his home in San Antonio. He joined the company in 1943, having previously been with Southland Life for 12 years. He had also served as vice-president of American Securities, and American Mortgage & Trust, both of San Antonio. Mr. Murphy was a member of Life Office Management



Bruce Parsons

The NATIONAL UNDERWRITER



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Assn., on the membership committee of American Life Convention, and member of conference of actuaries in Public Practice, Actuaries Club of the Southwest, and Society of Actuaries.

HAROLD R. SWEET, 63, vice-president of Bankers Security Life, died at New York. He had been a partner in the brokerage firm of Greene & Brock at Dayton and a member of the New York Stock Exchange when he joined Bankers Security in 1947.

WILLIAM F. McNAIRY, secretary-treasurer and director of State Life of Indianapolis, died following a brief illness. He had been with the company for almost 29 years and was treasurer for more than 10 years. He was named secretary-treasurer four years ago. Active in Assn. of Indiana Legal Reserve Life Insurance Companies, Mr. McNairy was secretary-treasurer of the association since 1951 and was also a former president of National Assn. of Life Insurance Cashiers.

Stocks

By H. W. Cornelius, Bacon, Whipple & Co.
135 S. LaSalle St., Chicago July 15, 1958

	Bid	Asked
Aetna Life	185	190
Beneficial Standard	14 1/4	15 1/4
Business Men's Assurance	73 1/2	75 1/2
Cal.-Western States	83	86
Columbian National	95	98
Commonwealth Life	23 3/4	24 3/4
Connecticut General	273	279
Continental Assurance	128	131
Franklin Life	66	68
Great Southern Life	78	83
Gulf Life	21 1/2	22 1/2
Jefferson Standard	79	81
Kansas City Life	1320	1350
Liberty National Life	35	36 1/2
Life & Casualty	21 1/2	22 1/2
Life of Virginia	99	103
Lincoln National Life	193	198
National L. & A.	87	89
North American, Ill.	16 1/2	17 1/2
N. W. National Life	84	87
Ohio State Life	275	300
Old Line Life	42	44
Republic Natl. Life	51	52 1/2
Southland Life	96	99
Southwestern Life	104	108
Travelers	79 1/2	81
United, Ill.	30 1/2	32
U. S. Life	37	38
West Coast Life	36	37
Wisconsin National Life	62	64 1/2

Northwestern Life Has New Policy

Northwestern Life, Seattle, has introduced a new low cost rider and policy, both on reducing term basis, one starting at an initial \$1,000, the other being based on \$10 per month. The policy and the rider are issued on 10, 15, 20, 25, 30 and to age 65 basis. If the reducing term is issued as a policy, a \$10 policy factor is added in the annual premium.

Consumer Credit Ins. Assn. Elects; To Add Property Insurers

Consumer Credit Insurance Assn., at its annual meeting at White Sulphur Springs, formalized plans for expanding its membership to include physical damage insurers writing such coverage in connection with credit transactions. Membership had been limited to companies writing credit life and/or credit A&H.

The following officers and board were elected: John D. Mace, vice-president Central States H&L., chairman; Frank A. Hill, vice-president Volteer State Life, president; Harold L. Buck, vice-president Federal L&C., and William F. Martin, vice-president Stuyvesant Life, vice-presidents; Frank J. Csar, vice-president Mid-States Life, secretary-treasurer.

Members at large: Arthur J. Cade, executive vice-president, Old Republic Life; Dwight W. Hollenbeck, president Credit Life of Springfield, O.; William Hopkins, vice-president Colorado Credit Life; R. Kirk Landon, vice-president American Bankers Life; Harry O'Brien, vice-president Bankers Security Life Society, New York; Theodore S. Sanborn, president North Central Life; Thomas Shortall, executive vice-president Alinco Life, and Elliott Taylor, vice-president Pacific Fidelity Life.

William J. Walsh continues as general counsel and principal executive officer of the association.

Vorys Refuses To Move Against Ohio State Life

COLUMBUS—Efforts of two stockholder groups to get Insurance Superintendent Vorys of Ohio to prosecute Ohio State Life on the charge that it had overvalued its holdings of Columbus Mutual Life stock have fizzled out.

Mr. Vorys, after investigation, said that while there "may be" sufficient evidence to support a finding of technical violation of the insurance law, there is not sufficient justification for prosecution. Such prosecution, he said, "might do great harm by unjustifiably undermining public confidence in a sound institution and thereby endanger the funds of those who have already become its policyholders." He pointed out that Ohio State Life had amended its statement to the insurance department within eight days of being notified of the matter.

One stockholder group is made up of certain Ohio State Life stockholders, the other of Columbus Mutual policyholders. Their attorney, Dow Hamilton of Columbus, also sought to involve

President Frederick E. Jones but Mr. Vorys pointed out that the law applies only to corporations and associations, not to individuals.

Tells San Antonio A&H Role Of Texas HIC Unit

San Antonio (Tex.) Assn. of A&H Underwriters heard W. P. Hinsch, vice-president and actuary American Hospital & Life, explain the purposes and objectives of the Health Insurance Council, at a recent meeting. He described how the council attempts to improve general conditions concerning the development of A&H insurance and underwriting practices.

The Council has a special committee for Texas which works on specific cases, he pointed out. Its function is to consider complaints of hospitals, insurance men, and physicians. Each of the three groups equally represented in the organization, he stated, has cause for complaint at times.

Indianapolis Life sales in June were 15% ahead of last year, totaling more than \$7 million. Sales production for the first six months of 1958 is 14% ahead of last year.

Schriver To Hemispheric Conference For NALU

Lester O. Schriver, managing director of National Assn. of Life Underwriters, will represent NALU at the Hemispheric Insurance Conference in Caracas, Venezuela, Nov. 8-14.

Mr. Schriver was invited by A. L. Kirkpatrick, manager of the insurance department of the U. S. Chamber of Commerce, sponsor of the conference. Host to the conference will be the Venezuelan Assn. of Insurance Companies.

Mr. Schriver will address the conference on "What Life Insurance Is and Does."

The meeting will be held at the University of Caracas.

Shenandoah Life's Sales Hit New Record In June

Sales of new life insurance in June by Shenandoah Life topped all previous monthly production records. Sales totaled \$3,073,182, a 10% increase. Production for the first half of 1958 now has reached \$14,460,407, a gain of better than 15%.

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NALU Building Committee Resigns

(CONTINUED FROM PAGE 1)

trustees specified that the president of NALU and the managing director will be members of the new committee.

The resolution, which the trustees adopted unanimously, cuts the building budget, exclusive of land and furnishings, from a million dollars to \$750,000 and directed the building to "revise the plans for the proposed headquarters building, taking into consideration the actual requirements of this association and the Life Underwriter Training Council, as spelled out by working needs."

The resolution also expanded the committee membership, presently five, to include the president and managing director of NALU and directed the committee to enter into no contracts or commitments on behalf of the association "until the same are endorsed by the managing director and approved by the executive committee." It was the expansion of the committee and the requirement for getting specific advance approval on contracts and commitments that caused the committee to feel it had been the victim of "ingratitude," as one member put it.

The trustees also rescinded certain of its resolutions adopted at the 1957 midyear meeting to the extent that they were in conflict with the resolutions adopted this week.

Send Resignation Letter

Besides Mr. Cleeton the building committee included Grant Taggart, California-Western States Life, Cowley, Wyo., and Herbert A. Hedges, general agent of Equitable of Iowa at Kansas City, both of whom are past presidents of NALU, John D. Marsh, general agent of Lincoln National Life at Washington, former vice-president of NALU, and Osborne Bethea, manager for Prudential at Newark, for some years NALU treasurer.

Their brief letter of resignation gave little hint of the sense of shock and outrage expressed by the members in private conversation. The letter, addressed to the board of trustees, read:

"It would appear after more than six years of continuing and untiring efforts in behalf of the memorial building project that the interest of NALU would best be served by our resignation.

"The necessity for this is dictated by the actions of the board of trustees at their Washington meeting held on July 14, 1958. This letter hereby constitutes our resignation, effective as of this date."

The letter was signed by all except Mr. Bethea, who was not at the meet-

ing but acquiesced in the action.

Mr. Cleeton told THE NATIONAL UNDERWRITER that the committee felt could not work under the resolution that the board of trustees adopted this week. The committee asked the board to reconsider its resolution. It reconsidered, but declined to change the resolution.

Mr. Cleeton emphasized that though the committee doubts that it is possible to satisfy the government authorities with a \$750,000 building of the size needed by NALU and LUT on the site owned by NALU, his committee was not resigning on that account but because the resolution sections dealing with expanding the committee and requiring advance specific approval for contracts and commitments made it appear that the trustee "had lost confidence in this committee."

Can't Understand Reasoning

Mr. Cleeton said he could not understand the reasons for imposing these restrictions on the committee for it had never gone over any budget that had been given it by the board.

Mr. Taggart was incensed at what he termed the board's "ingratitude." He said also that regardless of what the board might say about having faith in the committee, his friends would get the impression that the board felt it should "have someone come in and police me." He said he was particularly concerned about the effect of the board's action on Mr. Cleeton, whom Mr. Taggart described as "dedicated" to the building project.

Mr. Hedges said the board's action came to him as a "shock" because President Albert C. Adams of NALU had particularly requested him take charge of the raising of the additional money needed for the building—about \$500,000 on the basis of a million-dollar structure. Mr. Hedges said material had been printed based on that kind of building and cost, and he has in the last few months enlisted some 100 persons to act as leaders in the fund-raising drive, which he was kicked off at the NALU annual meeting at Dallas in September.

Proposed Sale A Surprise

Mr. Hedges said he was surprised when he got to Washington this week to find Mr. Adams in favor of selling the NALU building site and putting service up a headquarters building for the money in another location.

Mr. Hedges said there has never been any friction with the board on commitments, hence he could not understand the need for imposing on the committee a requirement that all contracts or commitments had advance approval of the managing director and executive committees.

Manhattan Life Has A Record June, Six Months

Sales of ordinary by Manhattan Life in June and during the first six months have set a record. June ordinary volume was \$14,882,405, a 5% increase, and for the first six months \$71,694,671, a rise of 26%.

Dallas Agent Is Honored

John Wilson, life manager of T. Manning & Sons agency of Dallas, has been named by Security Benefit as outstanding general agent for 1958. The award was announced at the company's annual meeting held at Hotel Del Coronado, Coronado, Cal.

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ON HIS 50TH ANNIVERSARY with Manufacturers Life, J. H. Lithgow, chairman, is honored with a plaque and wires from branch offices which reported record sales on "Lithgow Day." From left, C. S. Band, vice-president and director, presenting the plaque, G. L. Holmes, president, and Mr. Lithgow.

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THE FAMILY FRATERNITY
WOODMEN OF THE WORLD
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Great-West Life Business In Force Passes \$4 Billion

Total business in force of Great-West Life has passed the \$4 billion mark. Of the total in force, insurance amounts to over \$3,287,000,000 and the remainder, \$756 million, is annuities. Group plans, included in the total, amount to more than \$1.7 billion. It took Great-West 54 years to achieve its first billion, less than six for the second, three and a half for the third—and only two and a half for the fourth. The company now serves over 800,000 policyholders in Canada and the U. S.

St. Louis Sales Executive To Address NALU-LUTC Luncheon At Convention

Joseph E. Burger, St. Louis sales executive and world traveler, will be the speaker at the joint National Assn. of Life Underwriters and Life Underwriters Training Council luncheon at the NALU annual convention, Sept. 12.

At the luncheon on Sept. 10, Mr. Burger will discuss how to do a better job of persuading others, how to sell ideas, services and products to customers, clients, employees and associates and how to sell quality goods and services instead of price cutting. His 30-year business background includes 14 years in sales promotion with the Ralston Purina Co., a vice-presidency in the seed industry, sales management of a chemical company and the presidency and sales management of one of the largest independent Chevrolet dealerships.

Issues 2nd Edition Of 'Fact Book'

Beneficial Standard Life has published the second edition of its wallet-size "Fact Book," which includes additional tables on taxes, compound interest, compound discounts, mortgage repayments and life expectancy. Besides new tables the revised edition contains individual and joint income, estate, and corporation tax tables, exemptions and insurance deductions, social security benefits and rates of important life plans.

Requests for the first edition of the book, published last September, were so numerous a second printing was necessary. The new features are a result of a national survey conducted to determine what additional information insurance brokers and agents

wanted in a wallet-size edition.

The new edition may be had free upon request to Beneficial Standard Life Insurance Co., 756 South Spring street, Los Angeles 14, Cal.

New Handbook Ready For Md., Del. And D. C.

A new underwriters handbook of Maryland, Delaware and District of Columbia has just been published by the National Underwriter Company. It provides complete and up-to-date information on the agencies, companies, field men, general agents, groups and other organizations affiliated with insurance throughout these states. Copies of the new Maryland, Delaware, District of Columbia handbook may be obtained from the National Underwriter Company at 420 East Fourth street, Cincinnati 2, Ohio. Price \$12.50 each.

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